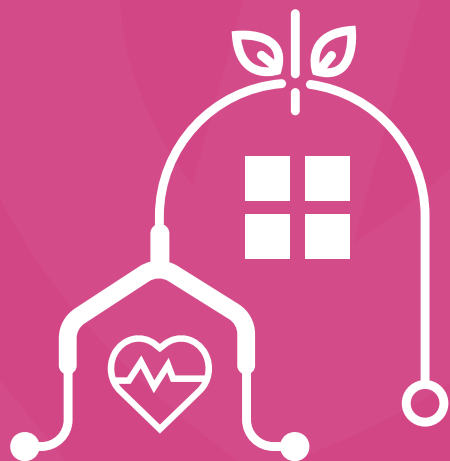


YOUR CARE BUSINESS. OUR INVESTMENT. A PARTNERSHIP THAT CHANGES EVERYTHING.

For Registered Managers ready to build
something of their own — with real support,
structure, and belief behind them.





THE BIG SISTER PROMISE

WE **SEE YOU.**

WE **BACK YOU.**

WE **BUILD WITH YOU.**

You're already running a care business — you're just not the one who owns it yet.

Every day, you hold the weight of operations, staff, service users, audits, and outcomes. And still, you wonder:

What would it feel like to build something for myself?

At Big Sister, we partner with brilliant Registered Managers to turn that question into a reality.

We invest our own capital, experience, and structure into your business — not as a franchisor or employer, but as your co-owner and champion. You bring the vision and the leadership. We bring the foundation and firepower to help it thrive.

This isn't just a business model. It's a movement — built on belief, trust, and care.

Because you don't have to build alone. Not when your Big Sister is here to build with you.

What We Offer

We don't just help you start a business — we build it with you.

This is a true partnership — built for care professionals who are ready to lead, but don't want to do it alone.

Here's what you can expect when you **join Big Sister:**



We Invest the Capital

You don't need £100k in the bank. We co-invest to cover the costs of setting up and launching your business — so you're not taking the risk alone.



We Handle the Setup

From CQC registration and branding to office systems and insurance — we manage the foundations so you can focus on leadership and quality.



We Bring the Work

Our in-house sales and bid teams secure contracts for you — private clients, local authority referrals, and government tenders included.



We Support Staffing

You get priority access to **SisterStaff**, our in-house recruitment network built to keep your rota full and your service safe.



We Offer Ongoing Strategic Support

From compliance reviews to monthly growth sessions, you'll have us beside you every step of the way — mentoring, troubleshooting, and celebrating.



You Own 50% of the Business

This is your business. Your name, your mission, your legacy. We're here to help you make it bigger, faster, and stronger.



This isn't a franchise. This is your care company,
co-owned with the people who believe in your brilliance.

Who This is for

Big Sister is for care leaders who are ready to step into business — and lead it with heart.

We partner with:



Registered Managers who are ready to step out of employment.



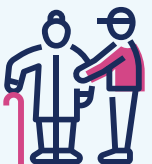
Deputy Managers and Seniors who are ready to take the lead.



Professionals who feel stuck but know they could lead better, if given the chance.



Motivated individuals who want to create something of their own — with values at the centre.



Care leaders who are done doing the work for someone else's bottom line.



If you're nodding your head,
this was built for you.

You don't need to have
it all figured out.

You just need to **say yes** to a
better way — and take that
first step.

What the First year looks like

From pre-launch to proud ownership — we walk beside you every step.

You won't just launch a care company. You'll grow it with guidance, structure, and ongoing belief.

Here's what your first year with Big Sister could look like:

months 1-3

Business registration &
structure set up

CQC application &
policy suite completed

Branding, logo, and
website launched

Care planning systems
and office tools
activated

Recruitment begins

Discovery sessions with
your Big Sister team

months 4-6

Local clients
onboarded

First contracts secured
through our tendering
team

Compliance support
in place (mock audits,
documentation reviews)

Team development
& initial supervision
schedules launched

Community presence
building begins

months 7-9

Growth strategy
refinement

Care model expansion
(e.g., specialist support,
live-in, night care)

Local marketing
campaigns activated

Training, upskilling &
retention initiatives
introduced

months 10-12

Business review &
profit forecasting

Targeted business
development
plan created

Positioning for awards,
press features, or
partnerships

Celebrating your first full
year of ownership —
with pride

**You'll never ask, “*What do I do next?*”
Because Big Sister will already be
beside you — showing you how.**

How to **Join**

We're looking for care leaders who are ready to take the leap. Big Sister is designed for people with potential — not perfection. You don't need a polished business plan or big savings.

You just need



At least
2 years' senior
experience in care
management



A deep
commitment
to delivering
outstanding
care



The drive to
build something
meaningful



A readiness
to **lead** with
support

If that sounds like you — we'd love to hear from you.

Book a Discovery Call

Let's talk about what your future in business could look like.

Prefer to email first? Just reply to this brochure with **"Tell me more"** and we'll take it from there.



Big Sister – Care Grows Here

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